

# XSellerate

Highly-effective marketing made fully automatic

Hot new listing!

Hi George,  
This is a new listing that I thought you might be interested in. Visit this listing online to see more photos of the property, Google™ Earth satellite images, and much more.  
Feel free to call me at 1-800-252-6633 or e-mail me at ellen@metroproperties.com

**Congratulations on your new home!**

EXCEPTIONAL HOMES. EXCEPTIONAL SERVICE.

**Great family home Just Reduced!**

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Ellen Walker

|                                      |   |
|--------------------------------------|---|
| <b>\$846,590</b>                     | approx \$4,281 based on 20% down                      |
| 65000 E Willow Rd<br>Tampa, FL 33604 |   |
| Beds: 6<br>Garage: 4                 | Baths: 4<br>Rooms: 16<br>Sq. Ft.: 3224<br>Built: 2000 |

- Hundreds of pre-built e-mails and postcards keep in touch with clients and prospects alike
- "Set and forget" automated scheduling means you always have marketing
- Campaigns of all types, from buyer and seller education to "Just Listed", seasonal reminders, and more
- One-click integration with XSites, but still works on its own if you don't use an XSite
- Tracking and reporting features included so you know what's working
- New ads added all the time for free

XSite owners with XSellerate get **40% more leads** than those without

Get your listings and services noticed with professional marketing that sells.

## Acquire clients, and keep them well past the closing table

Gaining new clients and keeping current ones is critical, yet most clients never hear from their agent after completing a transaction. You'll avoid that mistake with XSellerate.

With XSellerate your new and ongoing marketing will be taken care of with ease and automatically. With over two hundred pre-written ads to choose from, XSellerate turns prospects into clients, and clients into referral machines.

Simply customize any one of our professional pre-written messages, or custom design your own campaign with our easy editor within XSellerate.

XSellerate's Auto Scheduler sends your pieces out when you want and to whom you specify, but it's also smarter than limited marketing kits sold by other providers (and for much less money).

For example, XSellerate knows that a new lead automatically should start

getting your "New Leads" campaign. It's not just time-driven. It understands that people fall into categories, and that those categories trigger automatic marketing as soon as a person is added to them.

XSellerate imports contacts from your mailing lists and e-mail address books, and it seamlessly integrates any new leads generated from an XSite or our IDX system. With such a quick, easy startup and huge income potential, why wait?

**CLICK HERE**   
TO LEARN MORE

**Campaign management and delivery**

With XSellerate simply define a group of first time buyers, repeat customers or others. Each group will get the pieces specific to them at the time interval or date you select. And when you add a new first time buyer, they'll automatically be added to your contact group and marketing campaign.

**Timely, targeted multimedia marketing**

It's more important now than ever to have marketing that is targeted and specific. With over 200 pre-written and fully customizable e-mails and postcards, XSellerate has you covered for every group.



Many first time home buyers might be interested particularly in those who will ever own in understand and I'm...  
With my history of...  
As your chosen real...  
• **Communicate**  
By working to plan of action development  
• **Experience**  
As a seasoned...  
• **Care**  
Addressing the greatest price your interest as a...  
and words...  
www.xs...  
or real es...

The decision website... decision.  
Visit my web help you make...  
If buying a home in a hot market, you need to bring as much as you can for you.

Is your home still on the market?  
A few months ago you visited my website and let me know that you were interested in information about selling your home. I appreciate your stopping by my site back then. I wanted to follow up and ask you a very important question. Have you sold your home yet?  
The reason I ask is that most homes in our market would have sold by now if properly marketed. If you have your home listed on the market but it hasn't sold yet, there could be a number of reasons why. I would love to drop by and speak with you about where the problems could be. If you haven't yet made the decision to sell, you can feel free to contact me at anytime with questions you may have.  
I have a proven track record of helping sellers get the highest price for their home in a short amount of time. My marketing plan for selling homes is much more in depth than my competition, and truthfully, it's just better. Whenever you're ready to get the most money you can for your home please contact me.  
Sincerely,  
Ellen Walker  
Metro Properties  
800-252-6633 [ellen@metroproperties.com](mailto:ellen@metroproperties.com)  
[www.xsellersite.com](http://www.xsellersite.com)

**Score your Credit**  
How's your FICO?  
In today's increasingly automated society, it should come as no surprise your ability to pay can be reduced to a single number. All the years your payments, and credit card bills can be analyzed, sliced, diced, spindled whether you're likely to meet your future obligations.  
All three of the major credit reporting agencies (Equifax, Experian and TransUnion) use a system to arrive at a score. The best known is called the FICO score, named after the company that created it (FICO stands for Fair Isaac and Company (hence the name) and used by Experian, Equifax and TransUnion uses EMPIRICA. While each of the models considers a number of factors, the primary factors are:  
• Credit History - How long have you had credit?  
• Payment History - Do you pay your bills on time?  
• Credit Card Balances - How much do you owe on how many cards?  
• Credit Inquiries - How many times have you had your credit checked?  
There are other factors in addition to your credit score that will affect your understanding of what those are. Please contact us with any questions. We'll be glad to help.  
Ellen Walker  
800-252-6633  
[ellen@metroproperties.com](mailto:ellen@metroproperties.com)  
[www.xsellersite.com](http://www.xsellersite.com)

**I am your investment property expert**  
You've read it in the property market is choose a real estate to help you reach...  
• I specialize in...  
• I have the latest available information...  
• My unique insight into...  
Whether you're purchasing investment property for the first time, you need a professional at your side with the experience, the resources, and the know-how to make your endeavor a success. Give me a call at 801-972-6672 and take a look at my web site [www.xsellersite.com](http://www.xsellersite.com). I can help make your investment dreams come true.  
Sincerely,  
Chris Low  
iLa mode, Inc.  
801-972-6672  
[www.xsellersite.com](http://www.xsellersite.com)

*Target first-time buyers or people looking for investments and educate them on the advantages of buying in today's market.*

**Price Reduced to Sell**  
This one won't last LONG!  
This is a new listing that I thought you might be interested in. Visit [this listing online](#) to see more photos of the property, Google™ Earth satellite images, and much more.  
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Announce "Just Listed" homes instantly Broadcast your listings to prospects, past clients, and other agents in your area in a few clicks. Once you've entered a listing in your XSite, just click a button, and XSellerate automatically builds and sends your branded listing ad to all of your contacts.

For more photos click [here](#).  
All you have to do is move into this immaculate house (WBR, 3 Bath, End Unit, Castle Village with walking, 2 fireplaces with wonderful oak ms with refrigerator, and a full bath. This 3 bed includes a workshop. With a full driveway. Home with a pool with spa and full landscaping.

For more photos click [here](#).  
All you have to do is move into this immaculate house (WBR, 3 Bath, End Unit, Castle Village with walking, 2 fireplaces with wonderful oak ms with refrigerator, and a full bath. This 3 bed includes a workshop. With a full driveway. Home with a pool with spa and full landscaping.

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65000 E Willow Rd  
Tampa, FL 33604

**MORE**   
See what XSellerate can do for you

## Put XSellerate to work in minutes

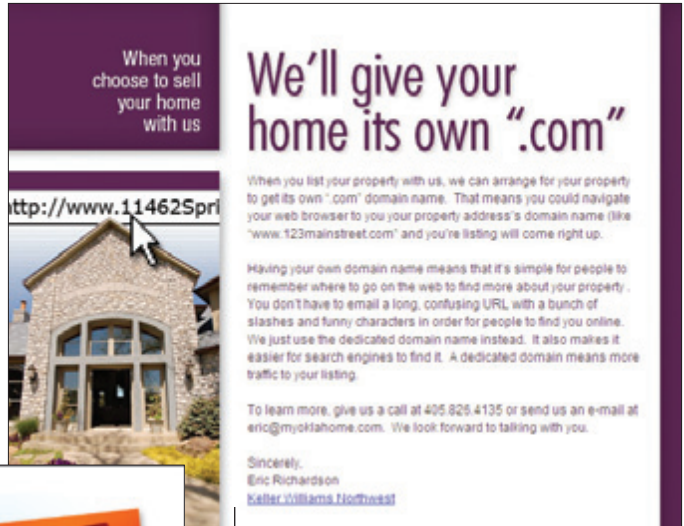
Here's how it works...

Simply create recipient groups like "past clients", "buyers", "sellers", "FSBOs", etc., so your marketing is targeted. Select the pieces you want to send from hundreds of professionally designed e-mails and postcards. Customize any of them quickly with our built-in editor, or easily create and use your own. XSellerate then adds your contact information and sends everything as it's triggered, automatically marketing for you 24 x 7.

Day 1: Announce your services to potential sellers in your area

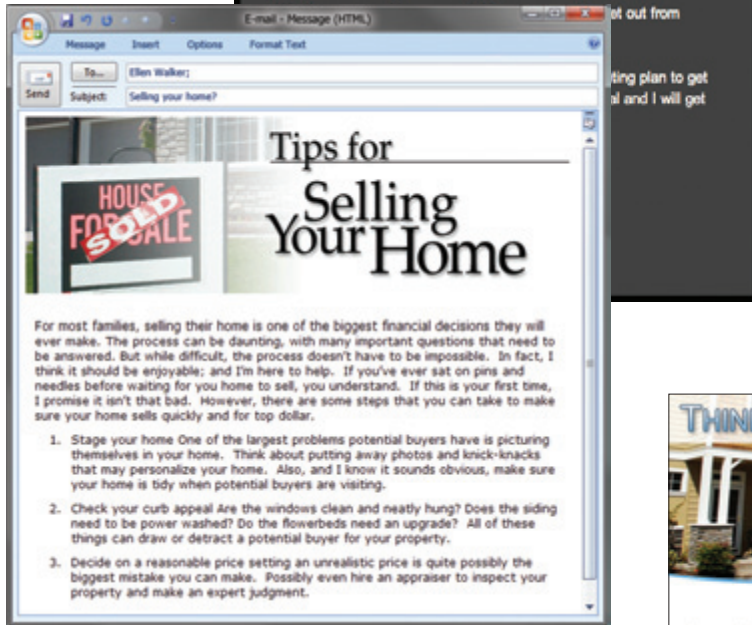
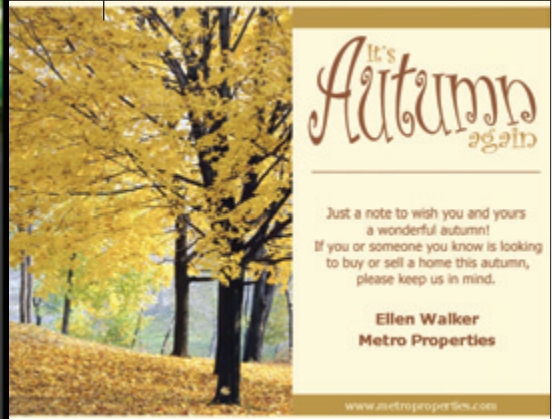
Day 7: The second part of your campaign is automatically sent for you

Day 14: Once you have a commitment, send staging tips to get the sellers started



Day 21: Highlight your marketing plan and set it apart with a dedicated ".com" or Single Property XSite (page 20)

You set the day: October 15th your "stay in touch" e-mail is automatically sent out



Day 35: You're reminded to print the postcards and labels (XSellerate automatically generates them for you). Just drop them in the mail.



**CLICK HERE**  
TO LEARN MORE

## You can mail printed postcards, too!

Mixing traditional printed pieces together with e-mails makes for a more effective marketing campaign, reaching more people and generating more leads. That's why XSellerate automates the process of generating labels for the printed pieces you choose on the dates you specify. You get gorgeous printed postcards without the hassle and expense of dealing with an outside marketing company. Brilliant.



## Don't let them forget about you

Stay in front of past clients for repeat and referral business.



Dozens of seasonal and holiday messages help you stay in touch with no effort.

Send ads to heat up a cold lead.

Always stay in touch and "top of mind" with tips, recipes, and holiday greetings.



**Let me get this straight... I take \$100 off instantly, then order online and save another \$20? So I'm really paying \$79 WITH a 100 day guarantee? Sign me up.**

### A risk free offer

Landing just one new listing or buyer as a result of XSellerate and recoup your investment many times over. Combined with 24 x 7 x 365 live tech support and 100 day money back guarantee, you have nothing to lose.

Get XSellerate for only

**\$199/yr** Check online for monthly specials

[www.alamode.com](http://www.alamode.com) • 1-800-ALAMODE

